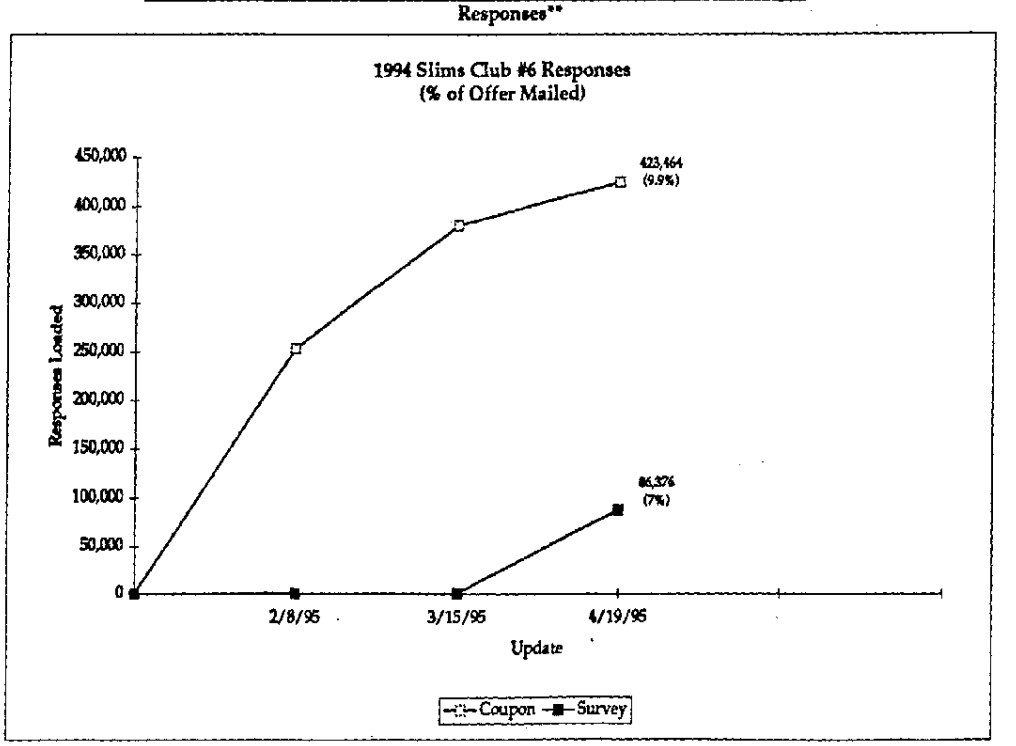
TOPLINE RESPONSE STATUS FOR 1994 SLIMS CLUB #6 (#94605F)
HOLIDAY MAILING
BASED ON 04/19/95 UPDATE

DROP DATE: NOVEMBER 1994
Description: Slims Club #6 delivered a "Holiday Message", coupons, and a requalification survey to maintain franchise and increase trial and repeat purchaseamong key competitive branded smokers

**Responders***

| Cell # | Description | Mailed | Responders Loaded to Database | Responder Rate |
|---|---|---|---|---|
| 1 | V.S. Ultra Loyals | 203,442 | 63,051 | 31.0% |
| 2 | V.S. Ultra Loyal Control | 8,390 | 2,033 | 24.2% |
| 3 | V.S. Ultra Loyal Test | 8,012 | 1,068 | 13.3% |
| 4 | V. S. Loyal | 232,716 | 45,984 | 19.8% |
| 5 | V.S. Loyal Control | 8,358 | 1,643 | 19.7% |
| 6 | V.S. Loyal Test | 8,029 | 2,129 | 26.5% |
| 7 | V.S. Unknown | 322,987 | 66,118 | 20.5% |
| 8 | V.S. Vulnerable | 43,204 | 12,460 | 28.8% |
| 9 | V.S. Vulnerable Control | 8,373 | 2,271 | 27.1% |
| 10 | V.S. Vulnerable Test | 7,910 | 1,705 | 21.6% |
| 11 | Superslims | 18,315 | 5,782 | 31.6% |
| 12 | Comp. Full Margin | 84,223 | 15,028 | 17.8% |
| 13 | Comp. Full Margin Control | 8,424 | 1,175 | 13.9% |
| 14 | Comp. Full Margin Test | 8,204 | 888 | 10.8% |
| 15 | Capri Control | 8,586 | 558 | 6.5% |
| 16 | Capri | 116,761 | 9,898 | 8.5% |
| 17 | Competitive Discount | 25,877 | 6,859 | 26.5% |
| 18 | Competitive Discount Control | 7,973 | 1,276 | 16.0% |
| 19 | Competitive Discount Test | 7,944 | 1,086 | 13.7% |
| 20 | Misty Slims | 92,422 | 14,638 | 15.8% |
| | TOTAL | 1,230,150 | 255,650 | 20.8% |
| | Change Since Last Report | | 199,714 | |

**Responses****




*Responders = unique individuals who have responded to one or more response vehicles. **Responses = total responses by offer type.

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Source: https://www.industrydocuments.ucsf.edu/docs/jhln0004